

Attendees: Scott Dawson (Chair), Cory Garman (Vice Chair), Beau Correll, Susan Drew, Marilyn Finnemore, Mark Lore, Steve Maclin, and Scott Spriggs. Downtown Manager Jennifer Bell.

Absent: David Cavallaro, Kathlene Courtney, Andrea Smith.

(Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

➤ **Approval of Minutes**

- Approval of previous meeting minutes – *Unanimously approved*

➤ **Officers' Reports**

- Chairperson's Report – Scott Dawson
 - Guest Speaker: Chief Kevin Sanzenbacher, Winchester Police Department. The Chief addressed the board regarding concerns about recent incidents in the downtown and provided an update on downtown patrols.

[Susan Drew arrived]

- OTW App Report – Brad Veach, Mobile Marketing. Mr. Veach distributed a report and presented a review of the first year of the Old Town App. **Action Item:** Provide statistics on what people are using in the app. Dining, shopping, attractions, gallery, local deals. **Action Item:** Schedule meeting to go over app and invite board members to attend.
- Expenditures Report – no comments.
- Vice-Chairperson's Report – Cory Garman
 - OTDB Committees – Board will review committees at the retreat in November. Request to consider serving on and/or leading committees. **Action Item:** Distribute general descriptions of the committees at the next board meeting. Retreat will be on Thursday, November 5 starting around 10 a.m. Still need a location to meet.

➤ **Standing Committee Reports**

- Economic Restructuring – Scott Dawson for David Cavallaro
 - Greatness Program has 21 participants signed up. Advertisements have started. Nice feedback from merchants in ads. Starting September 11, 30 sec. video ad will be shown before every movie at the Apple Blossom Mall Carmike Movie Theater.
- Organization
 - Did not meet.
- Design – Cory Garman
 - Currently dormant. Committee needs a new chair because Cory is now the board vice-chair.
- Promotions – Mark Lore
 - Did not meet in August. Continuing to work on projects.
- Special Events Contract Ad Hoc Committee – Cory Garman
 - Met on August 18 to establish a course of action going forward for making recommendations to the Special Events Contract. Will spend time researching events elsewhere. Next meeting will be September 9 at 5pm in the Exhibit Hall. Goal is to create a document making a recommendation to the city. Target date of Nov. 1. Final vote at the board retreat.

➤ **Downtown Manager's Updates – Jennifer**

- Today is Sarah's second year work anniversary.
- June FNL Performance Review distributed. 60 day report. Questions or comments, email Jennifer. Can have Special Event Coordinator come to a future meeting if requested.
- Rockin' Independence Eve Performance Review distributed.
- **Action Item:** Bring revised Bylaws and Current Board Member list to next meeting. Let Jennifer know if missing anything from your binder.
- Welcome Center Updates:
 - Second year anniversary of the Welcome Center opening.
 - Attendance snapshots. January-August 2014: 1000 visits. January-August 2015: 1300 visits. Almost 1/3 increase. Since open: 3700 visits. Slightly more tourists than locals.
 - Continuing Shenandoah University Student Art Program. Displaying work of SU professor's students.
 - Comment regarding volunteers to assist. Discussed before Welcome Center opened. Something to discuss again. Jennifer: Did launch the program. Job description, orientation, background checks. At the time, visitor traffic was slower and volunteers did not find it a valuable use of their time.
 - Comment regarding signage from tourist perspective. Not aware of way finding signage from 81 or in downtown. Hoping Design Committee will address issue.
 - Downtown Tailgate Sept. 11 & 12. Special Event Coordinator event. Posters distributed. Volunteers welcomed. Will have more activities on the north and south area. Draw people to businesses, not just the beer and wine garden area.

[Beau Correll left]

- Oktober Fest poster distributed. Appreciate assistance in having them distributed downtown.
- Jennifer will be at a Main Street meeting September 14-16. Will be out one day the following week to participate in a Main Street leadership group.

➤ **Old Business**

- Old Town Farmers Market. Going well. Wine vendor has sold so much wine that they can't attend every week or they will be out of wine. Some farm vendors having sparse amounts to put out because selling so much and have other commitments like co-ops that they have to have goods for. Vendor with 2 spots originally has moved into a 3rd spot. Beautiful display. Come by to volunteer or just see the market.

➤ **New Business**

- None.

➤ **Public Comments**

- Christine Germeyer from OTWBA.
 - OTWBA would like the Welcome Center to either be open and participate in the Spooktacular by handing out candy or providing a \$1000 donation so that businesses can buy the candy to hand out. October 24.
 - Old Town typically organizes the poster and promotion. Held a coloring contest, handed out pinwheels, crayons on the court house lawn area. Old Town pulls the permit for the event. Have not had the Welcome Center open because set-up on the mall. Did budget a set amount of money for purchasing items. Have not purchased yet. Can discuss with promotions committee if need further discussion.
 - Moving forward with the city paper. If would like to take out an ad, the back page is \$200.00. Looking for a 6 month commitment. 1/4 page ads are \$75.00. City paper like an event paper through Northern Virginia Daily. 5000 copies of a monthly paper that would list the events going on. Being developed by the business association. Not Old Town events, but what the individual shops are doing.

Motion to adjourn. Seconded. Unanimously approved.

Adjournment 6:37. Next meeting – **Thursday, October 1, 2015 at 5:30 p.m. in the Exhibit Hall, 4th Floor of City Hall**